



IF I WON \$64,000... ...I'd still go for Eleven Cellars at 63¢

Even with a million, it wouldn't make sense to pay more for wine—once you know this secret:

Eleven Cellars Wines are produced in eleven small wineries. Each is located in one of California's famous wine-growing districts. Each winery specializes in the kind of wines that are made best in that region: California Port in one winery, Muscatel in another, and so on.

The wines from these small but famous wine-

ries should be expensive because of limited production. But the eleven wineries got together as the California Wine Association—and their combined volume became quite large.

Higher volume brought lower prices. So, now you can buy fine Eleven Cellars Wines for just 58¢ a fifth for dry wines—63¢ for sweet.

Enjoy the low-cost luxury of Eleven Cellars Wines—tonight!

**MORE PRIZES
FOR FLAVOR
THAN ANY
OTHER WINE!**

For the third straight year, Eleven Cellars has won more Awards for Excellence than any other wine at its price—Special Divisions, 1955 California State Fair and Los Angeles County Fair.



ELEVEN CELLARS WINES